

USDA Weekly Retail Chicken Feature Activity

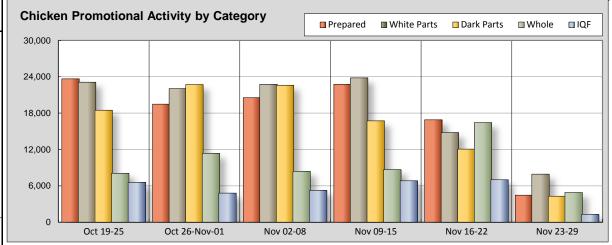
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

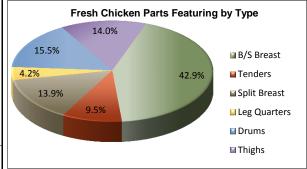
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

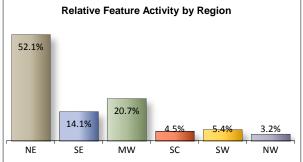
	- u			SUMMAR		ok produc				
		THIS V	VEEK	LAST \	NEEK	LAST YEAR				
Feati	ure Rate 1/	39.7% of outl		82.3% of outl		38.6% of 19,500 outlets				
		2.6	%	6.8	%	2.0%				
		22,9		67,2	210	24,820				
WHOLE	BIRD:	Stores 13 W	/td Avg	Stores /3 \	Ntd Avg	Stores /3 Wtd Av				
	bagged fryer	770	1.12	3,300	1.15	1,330	1.14			
	cut-up fryer	1,360	1.10	1,450	1.12	500	1.35			
ba	agged roaster	1,540	1.17	6,710	1.32	1,820	1.08			
Co	Cornish (frs/frz)		2.23	4,980	2.27	1,380	2.14			
PARTS:		1,230								
Bnls/Sknls Breast										
	regular pack	1,530	3.03	3,570	2.88	1,340	3.16			
	value pack	1,450	2.23	2,590	2.61	1,900	2.23			
	thin sliced	1,840	4.02	1,100	4.25	1,020	4.07			
	marinated	180	3.05	80	2.95	10	2.99			
Breast Tenders										
regular pack value pack		1,060	3.31	1,510	3.54	870	3.69			
• .		50	2.28	170	3.19	40	1.98			
•										
regular pack		730	1.21	2,100	1.84	1,850	1.58			
value pack		890	1.72	2,370	1.66	810	1.07			
Whole \	Vings	200	2.29	1,310	2.24	400	1.95			
Leg Qua	arters									
	tray pack		1.03	2,210	1.03	1,780	0.98			
	bagged	160 50	0.60	170	0.72	80	0.66			
Legs	bagged Legs		1.39	120	1.28	310	1.42			
Thighs										
-		700	1.24	1,480	1.38	280	1.66			
Legs Thighs regular pack		930	1.20	2,720	1.18	1,550	1.17			
Drumst		820	4.04	4 470	4.00	000	4.00			
	cut-up frye bagged roaste Cornish (frs/frz PARTS: Bnls/Sknls Breast regular pac value pac thin slicer marinater Breast Tenders regular pac value pac Split, bn-in Breast regular pac value pac Whole Wings Leg Quarters tray pac bagger Legs Thighs regular pac value pac Drumsticks regular pac value pac Bnls/Sknls Thighs regular pac value pac Orumsticks regular pac value pac Drumsticks regular pac value pac Drumsticks regular pac value pac Bnls/Sknls Thighs regular pac value pac G-pc Combos drum-thigh-breas drum-thigh-breas drum-thigh-wing B/S Breas Tenders		1.21 1.20	1,470	1.36 1.20	290	1.68 1.17			
Bale/Sh	•	980	1.20	2,430	1.20	1,560	1.17			
regular pack value pack thin sliced marinated Breast Tenders regular pack value pack bagged Legs Thighs regular pack value pack valu		320	2.84	750	2.26	280	2.98			
regular pack value pack Bnls/Sknls Thighs regular pack		020	2.04	710	2.84	200	2.50			
9-рс Со	•			7.10	2.01					
Leg Quarters tray pack bagged Legs Thighs regular pack value pack Drumsticks regular pack value pack Value pack value pack value pack gregular pack value pack value pack value pack value pack drum-thigh-breass				20	1.79	150	1.68			
	ū	110	1.19			40	1.54			
	B/S Breast	770	2.41	3,700	2.49	570	2.06			
5	Tenders	290	2.48	2,010	2.41	120	2.40			
-	Wings	220	2.48	1,040	2.71	70	1.53			
	Party Wings			250	3.34	70	1.62			

This Week's Chicken Feature Highlights

Thanksgiving has passed and all that's left to do is figure out what do with the leftovers and count the silverware. Chicken remains in stock in stores, but those retailers who fall late in the ad cycle are the only ones having anything to do with chicken. A long week of "twos" is ahead of us, there are only a few days left until the new month arrives and the next holiday storm surge begins.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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Fri. Nov 23, 2012

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

		NORTHEAST U.	.S.			SOUTHEAST U	S.	MIDWEST U.S.						
	(CT,DE.M	IA,MD,ME,NH,NJ,N	IY,PA,RI,V	T)	(AL.FL	,GA,MS,NC,SC,TN	I,VA,WV)		(IA,IL,IN.	KY,MI,MN,ND,NE,	OH,SD,WI	1)		
Feature Rate 1/	•	6 of 4,400 sampled	, ,	of 6,000 sample	, ,	54.1% of 4,000 sampled outlets								
Special Rate 2/		stores w/ no-price		tores w/ no-price			ores w/ no-price		าร					
Activity Index 3/		Activity Index = 9,	-			Activity Index = 3,	•		ctivity Index = 3,	-				
riouvity maox of	Price Range	totivity maox = 0,	Stores \	Ntd Ava	Price Range	totivity maox = 0,	Stores	Price Range	iotrity index = 0,	Stores	Wtd Ava			
WHOLE BIRD:	1 noo raango		4	Ū	1 noo rango			1/	1 noo rango		4/			
bagged fry	er 0.99 - 1.29		440	1.11	1.49		110	1.49	0.89 - 0.99		190	0.93		
cut-up fry			400	1.28	0.99		340	0.99	0.99 - 1.49		430	1.05		
bagged roast			720	1.28	0.98 - 1.29		590	1.04	0.99 - 1.59		170	1.13		
Cornish (frs/f			660	2.11					2.18 - 2.67		550	2.37		
PARTS:	Processor Brand	Store Brand	Stores \		Processor Brand	Store Brand	Stores	Wtd Ava	Processor Brand	Store Brand	Stores			
Bnls/Sknls Breast	1 10003301 Blaila	Otore Brand	Otores (wid Avg	1 10003301 Brand	Otore Brand	Otores	wid Avg	1 10003301 Brand	Olore Brand	Otores	wid Avg		
regular pa	ick 1.88 - 3.99	1.99 - 4.29	1,180	3.22	1.88	1.98 - 2.99	90	2.17	1.99 - 3.98	1.99 - 2.79	170	2.55		
value pa		1.59 - 2.99	1,100	2.25	1.98	2.00	200	1.98		2.49 - 2.99	50	2.57		
thin slic		2.99 - 4.99	680	4.15	3.99	3.99	1,100	3.99		3.99	20	3.99		
marinat	ed	2.99	130	2.99						2.99 - 3.99	50	3.22		
Breast Tenders														
regular pa	ick 1.99 - 2.99	2.99 - 4.99	810	3.38		2.99 - 3.49	80	3.10	2.50 - 5.13	3.69	70	3.61		
value pa	ick 1.99	2.29	40	2.10						2.99	10	2.99		
Split, bn-in Breast														
regular pa	ick 1.49 - 1.99	1.19 - 1.49	180	1.53		1.19	20	1.19	0.97 - 1.79		350	1.16		
value pa	ick	1.19 - 1.99	800	1.77	0.88	1.19	40	1.01	1.79	1.49	20	1.59		
Whole Wings		2.29	180	2.29		2.29	20	2.29						
.eg Quarters														
tray pa		0.99 - 1.19	290	1.07		0.40	40	0.40	0.50	0.69 - 0.79	40	0.74		
bagg	ea	1 20	F0	1 20		0.48	40	0.48	0.58		10	0.58		
∟egs Γhighs		1.39	50	1.39										
regular pa	ick 1.69	1.39	140	1.61		1.39	20	1.39	0.97 - 1.49	1.19 - 1.49	360	1.21		
value pa		0.99 - 1.59	730	1.25	0.88	1.00	30	0.88	0.88	0.99 - 1.19	100	1.04		
Drumsticks	0.00	0.00		0	0.00			0.00	0.00	0.00				
regular pa	ick 1.79	0.98 - 1.39	150	1.62		0.99 - 1.39	60	1.12	0.97 - 1.49	0.69 - 1.49	370	1.20		
value pa	ick 0.88 - 1.59	0.98 - 1.59	740	1.26	0.88		30	0.88	0.88	0.99 - 1.19	90	1.05		
3nls/Sknls Thighs														
regular pa		1.99 - 2.99	230	2.78		2.49	20	2.49	2.36 - 3.98	2.49	70	3.12		
value pa	ick													
)-pc Combos														
drum-thigh-bre		1 10	110	1 10										
drum-thigh-wi		1.19	110	1.19		0.04	450	0.04	0.00	4.00 0.00	202	0.40		
B/S Brea						2.91	150	2.91	3.00	1.99 - 2.00	380	2.10		
ਸ਼ Tende Win					2.49	2.91	70 210	2.91 2.49	3.00	1.99 - 2.00 2.33	150 10	2.25 2.33		
Party Win					2.49		210	۷.43		2.33	'0	2.55		
Course UCDA Assisual					<u> </u>							2 -4		

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: http://www.ams.usda.gov/pymarketnews



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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	S	OUTH CENTRAL	. U.S			SOUTHWEST U	.S.	NORTHWEST U.S.						
	(AR,AZ,	CO,KS,LA,MO,NM,	OK,TX,UT)		(CA,HI,NV)		(AK,ID,MT,OR,WA,WY)						
Feature Rate 1/	10.0%	% of 4,000 sampled	13.3%	of 2,900 sampled	doutlets	17.0% of 1,200 sampled outlets								
Special Rate 2/	0.0% of s	0.0% of stores w/ no-price promotions				tores w/ no-price	promotion	0.0% of stores w/ no-price promotions						
Activity Index 3/		Activity Index = 8	50			Activity Index = 8	70	Activity Index = 150						
	Price Range		Stores \	-	Price Range		Stores Wtd Avg		Price Range	Stores Wtd Avg				
WHOLE BIRD:			4	! /				1/			4	-/		
bagged fry					0.99		30	0.99						
cut-up fry			170	0.99	0.99		20	0.99						
bagged roas	ter 1.49		20	1.49	0.97		40	0.97						
Cornish (frs/	frz) 2.39		20	2.39										
PARTS:	Processor Brand	Store Brand	Stores \	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores V	Vtd Avg		
Bnls/Sknls Breast														
regular pa		2.19 - 2.99	60	2.42		1.99	30	1.99						
value pa		1.77 - 2.59	60	2.24		2.49	40	2.49						
thin slid						2.49	30	2.49	3.99		10	3.99		
marina	ted													
Breast Tenders		4 77 0 00	400	0.07										
regular pa value pa		1.77 - 2.99	100	2.67										
Split, bn-in Breast	ack													
regular pa	ack	0.99	10	0.99		0.99	170	0.99						
value pa		0.55	10	0.55		1.29	30	1.29						
Whole Wings	301					1.20		1.20						
Leg Quarters														
tray pa	ack													
bagg	ged	0.79	40	0.79		0.47 - 0.69	70	0.55						
Legs														
Thighs		0.00	40	0.00		2.22	470	0.00						
regular pa		0.99 0.99 - 1.19	10 70	0.99 1.11		0.99	170	0.99						
value pa Drumsticks	ack	0.99 - 1.19	70	1.11										
regular pa	ack	0.99	10	0.99		0.99	230	0.99						
value pa		0.66 - 1.29	100	1.03		0.99	10	0.99	1.29		10	1.29		
Bnls/Sknls Thighs														
regular pa	ack													
value pa	ack													
9-pc Combos	.]													
drum-thigh-bre														
drum-thigh-w		2.00 0.01	440	2.00						0.40	400	0.40		
B/S Bre		2.00 - 2.91 2.00 - 2.91	110 70	2.66 2.52						2.49	130	2.49		
Tende Wir		2.00 - 2.91	/0	2.52										
Party Wir	_													
Course UCDA Agricul		J	1						des une entre tue esse			2 -4		



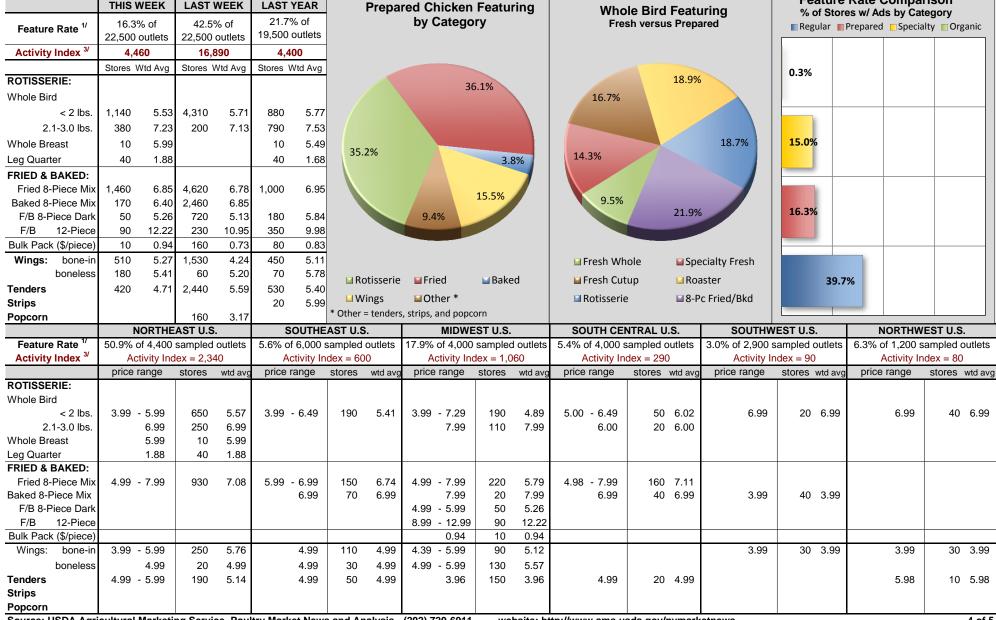
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Fri. Nov 23, 2012

Feature Rate Comparison

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

(prices in dollars per unit or per pound unless otherwise noted) PREPARED FOODS NATIONAL SUMMARY THIS WEEK LAST WEEK LAST YEAR





USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

Fri. Nov 23, 2012

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

					NAT	ΙΟΝΔΙ	SUMMAI	2 Y															
		SP	ECIALTY	CHICK		ONAL			ORGA	NIC CHI	CKEN		% of Stores Featuring Specialty/Organic Chicken vs. Regular Produ										
	THIS V			AST WEEK LAST YEAR THIS WEEK			WEEK	LAST	YEAR	50%				■ Specialty	□Organio	nic							
Feature Rate 1/	15.09 22,500	% of	· · · · · · · · · · · · · · · · · · ·		0.3% of outl	22,500	1.5% of		0.0% of	0.0% of 19,500 outlets													
Activity Index 3/	4,340 2,340		40	3,42	20	70		34	340		10										0/0		
	Stores V	Vtd Avg	Stores V	Vtd Avg	Stores V	Vtd Avg	Stores \	Vtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	35%									W. Volo	
Whole Fryer	1,160	1.54	830	1.69	950	1.72	70	3.78	280	2.85	10	2.49	30%										
Bnls/Sknls Breast	1,080	5.56	580	4.38	740	5.33							25%	-									
Breast Tenders	1,190	4.46	270	5.37	540	5.23							20%	-									
Split, bn-in Breast	20	2.89	80	2.11	190	3.31			60	5.99			15%										
Whole Wings	50	2.99												7100	0				-\-				
Leg Quarters			10	2.08									10%	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		00	Y00/0	13.00 3.0k	Va',	3.3%	olo olo		-0/0
Legs	70	1.39											5%		1000	10°,				1.5	8000 1400		0000
Thighs	370	1.50	30	1.29	320	2.07							0%	Oct	: 19-25	Oct 26-No	ov-01	Nov 02-08	Nov	09-15	Nov 16-22	Nov 23	2-20
Drumsticks	390	1.53	60	1.39	470	2.02								OCI	. 15-25	OCI 20-INC	JV-01	1100 02-08	NOV	05-13	NOV 10-22	NOV 2.	5-23
B/S Thighs	10	3.69	480	3.47	210	3.09							/5: % = to	tal store	e count fo	or Specialty i	items/by	total store c	ount for th	e same	set of regular item	S.	
SPECIALTY	NORTHEAST U.S.			S	OUTHE	HEAST U.S. MIDWEST U.S.					SOUTH CENTRAL U.S.			SOUTHWEST U.S.				NORTHV					
Feature Rate 1/	39.0% of 4,400 sampled outlets				•			'			0.0% of 4,000 sampled outlets			'				0.0% of 1,200					
Activity Index 3/	Activity Index = 2,290			90	Activity Index = 1,530			30	Activity Index = 500			Activity Index = 0		Activity Index = 10			Activity Index		0				
	price r		stores	wtd avg	price r	_		wtd avg		range	stores	wtd avg	price	range	stor	es wtd avg	price	e range	stores v	wtd avg	price range	stores	wtd
Whole Fryer	-	- 2.49	720	1.57	1.28 -		250	1.29	0.89		190	1.75											
Bnls/Sknls Breast		- 5.99	980	5.55		5.99	70	5.99		5.29	20	5.29						3.99	10	3.99			
Breast Tenders	3.99		50	4.84	3.99 -	4.49	1,120	4.45	3.79	- 3.99	20	3.89											
Split, bn-in Breast		3.79	10	3.79		0.00	40	0.00		1.99	10	1.99											
Whole Wings		2.99	20	2.99		2.99	10	2.99		2.99	20	2.99											
Leg Quarters Legs		1.39	10	1.39						1.39	60	1.39											
Thighs	1.29	- 2.19	240	1.56		1.29	40	1.29	1 20	- 1.99	90	1.41											
Drumsticks	1.29		250	1.58		1.29	40	1.29		- 1.99	90	1.41									2.29	10	2
B/S Thighs	125	3.69	10	3.69		1.20	10	1.20	1.23		00										2.20	10	_
	1.3% o		sampled o		0.0% of	6.000 s	sampled	outlets	0.0% c	of 4.000	sampled	outlets	0.0% o	f 4.000) sampl	ed outlets	0.3%	of 2,900 s	ampled o	outlets	0.0% of 1,200	sampled	outle
ORGANIC	Activity Index = 60)	Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 10				Activity	Index = ()			
Whole Fryer		3.99	60	3.99										•				2.49	10	2.49			
Bnls/Sknls Breast																							
Breast Tenders																							
Split, bn-in Breast																							
Whole Wings																							
Legs																							
Thighs																							
Drumsticks																							
B/S Thighs																							

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit http://www.ams.usda.gov/nop/.